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bart impact

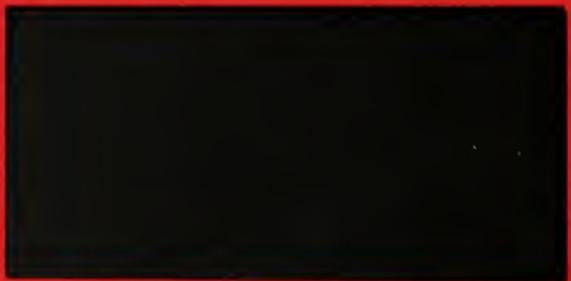
working paper

AN INITIAL REVIEW OF THE
IMPACTS OF BART'S
OPENING IN SAN FRANCISCO

ANDREE ABECASSIS

112 CONSULTANT

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MTC CONSULTANT

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ERKELEY, CALIFORNIA JANUARY, 1974



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Introduction

The purpose of this working paper is to give a feel for the kinds of impacts BART can be expected to have on the Bay Area.

The observations and conclusions are based largely on newspaper articles, press releases, interviews and in a couple of instances, on "mini-surveys" conducted by BART and MTC. The findings are not meant to be conclusive or scientifically defensible. Rather, it is hoped that the results will serve as "path-finders" for future in-depth studies, giving us an early indication of where to look to identify and measure specific impacts.

The inauguration of BART's West Bay service offers a good opportunity to start this approach, and allows us to identify topics which the BART Impact Program will later investigate in depth.

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I: Festivity Day, November 3, 1973

How do you say hello to a new subway system?

On Monday, November 5, 1973, the Bay Area Rapid Transit (BART) system opened its service between downtown San Francisco and Daly City. BART's anticipated arrival on the west side of San Francisco Bay had generated high expectations, and so, for one week before, the City said "hello" to BART by sponsoring a gala celebration in its honor.

Like a giant super liner on her maiden voyage BART was feted in full splendor. Early in the week, daily festivities held in banner-decked Union Square included entertainment, speeches and an antique car exhibit containing a stage coach twice held up by an old west outlaw named "Black Bart." A former San Francisco fire chief, Bill Murray, who once met the real bandit, obligingly re-enacted the holdup with a cap pistol.

"I hope BART is more welcome to San Francisco than Black Bart was," Murray said while a University marching band played in the background.

In the Bay Area, BART is famous for its publicity -- both good and bad. That BART -- new West 1973 version -- was indeed welcome seemed true when the planned "hellos" reached a fever pitch on November 3, 1973, the Saturday before the start of regular commuter service. In fact, noted one journalist, it was as if BART had never existed until it came to the West Bay. (BART started East Bay service on September 11, 1972, when the Oakland-Fremont line began operation. All three East Bay lines have been operating since May, 1973.) Opening day had all the hoopla of an old time circus, said another reporter, describing the festivities, the parades and the music. The San Francisco Symphony gave a special noontime concert in Hallidie Plaza, prompting columnist Herb Caen to crack, "They played the BART-ed Bride!" In fact there was music at all eight stations along the new West Bay route. BART advertised an "Open House" in local newspapers and 60,000 people came to see what BART was like. In addition to station tours, there were free rides shuttling between 2 of the 8 stations on the $7\frac{1}{2}$ mile run. A special telephone number, 788-B-A-R-T, provided information and department stores held sales in conjunction with BART's opening. A group of

BART employees that call themselves the Transiteers sold memorabilia commemorating opening day and passengers who rode the free trains said they planned to keep their tickets dated November 3, 1973.

And of course there were speeches. San Francisco Mayor Joseph Alioto led the entourage of visiting dignitaries, City politicians and BART officials. The Mayor tossed out leaves of San Francisco sourdough french bread, marked "HELLO BART," to crowds at the Civic Center, played the fiddle, danced with a lady, and sang "I Left My Heart In San Francisco," with the crowd at Hallidie Plaza. (The Plaza is named for Andrew Hallidie, inventor of the cable car, and the Powell Street car clanged by appropriately during the festivities.) After participating in the downtown San Francisco celebration, the Mayor and his party boarded a special BART train that stopped at all eight stations between downtown and Daly City for ribbon cuttings, speeches and more music and parades.

In contrast to the approving cheers of the downtown crowds, the dignitaries met with some heckling and catcalls in the Mission District, an area just south of downtown. The official party had ridden between

the two Mission stops (24th and 16th Streets) by stagecoach as part of a community parade. They arrived to find demonstrators carrying signs protesting BART's arrival in the Mission district. ("Bay Area Rapid Tragedy," read one sign.) Some residents fear that the post-BART era will change the neighborhood, bringing high rise apartments and shopping centers, ousting the long-time residents who are mostly working class people, and will "Manhattanize" the Mission.

The Mayor and his group wound up in Daly City for a celebration luncheon. As the group left the BART station there, they encountered one other small group of demonstrators carrying signs protesting potential redevelopment of the Daly City area.

* * *

II: Opening Day, November 5, 1973

Just before 6:00 a.m. on Monday, November 5, 1973, two passengers and a few newsmen waited at the Daly City BART station and wondered when the doors of the train standing next to the platform would open. At 5:55 a.m. the doors of the silver and blue train whisked open,

automatically operated by the system's giant computer. And minutes later, Trainman Oscar Gamez sounded the horn of train #891 and it whooshed out of the station. Thirteen minutes later, train #891 pulled into the Montgomery Street station in the heart of San Francisco's financial district. Passengers from Daly City had travelled north through 8 stations (see Illustration No. 1), covered $7\frac{1}{2}$ miles on the trip and paid 35 cents for the ride one way. Commuters who board BART within the city limits (Daly City is just over the county line in San Mateo county) pay 30 cents one way. (See Illustration No. 2.)

There were four trains available (5-6 cars long), providing service every 10 minutes between 6:00 a.m. and 8:00 p.m. Several BART buffs, including two high school students and a couple who had travelled north from Los Angeles, got up at dawn to ride the first BART train from Daly City or Montgomery Street. "I've been waiting four years for this," said one of the students, referring to BART construction delays, "and wow! It was worth it." "Flash Gordon was right -- this is fantastic," said a middle aged lady. "Excellent, excellent," reported some of the

other initial riders, and this view seemed to be generally shared by 27,000 customers who rode BART to and from the City on that first day.

First reports from the California Highway Patrol (C.H.P.) seemed to confirm that commuters might be abandoning their cars in favor of BART. The C.H.P. said that freeway traffic seemed considerably lighter the first day of BART service.

In fact the only traffic jams were at the ticket machines and fare gates in Daly City. Long lines of commuters waited up to half an hour to learn, from BART aides, how to use the fare machines. When coins or bills up to \$20.00 are inserted, these machines turn out small magnetically coded cards, which the rider then inserts into a slot in the automatic fare gate allowing him to enter the "paid area" of the BART station. The rider must again insert the card in an automatic gate when he leaves BART, at which time the cost of the ride is deducted. If enough money hasn't been paid for the ticket, commuters learned how to use the addfare machines, located inside the station. The rider adds enough money to pay for the cost of the ride and then uses his ticket

at an exit gate. Entry gates will also accept 30 cents in coin. For convenience BART sells tickets worth \$10.00 and \$20.00 at some banks.

Other than the block-long commuter lines at the entry-exit gates in Daly City, commuters experienced little inconvenience during the first day of service on the Daly City-San Francisco run. (And two weeks later BART installed six additional fare gates at Daly City to ease the rush hour crush.)

"Flawless debut for BART," reported one newspaper. "It has been so smooth as to be almost boring," added BART's press manager, David Kelsey.

The successful start of BART service in the West Bay provided a happy contrast to the situation on the Bay Bridge, used by thousands of commuters from the East Bay. On that particular Monday, monsoon-like rains lashed the Bay Area in the afternoon, causing 4-6 hour traffic jams for unhappy East-bound commuters. Said one contented West Bay BART rider in a letter to a San Francisco newspaper a few days later:

The automobile congestion in the Financial District Monday night, with the rain, was an absolute nightmare.

Fortunately for me, I had but a short walk from my office to the Sansome street escalator to the Montgomery street station, and a short 12 minutes later I arrived at Glen Park station.

Tuesday morning's ride provided still another exhilarating experience. Though all the seats in the seven-car train were occupied, I experienced little or no discomfort in standing (along with some 300 other passengers) for the brief zip into the Financial District.

* * *

III: "The Grand Tour to Daly City: The New 'In' Thing"

But the impact of BART's West Bay service was to be felt in areas other than a brief zippy ride. "The new 'in' thing," reported one newspaper, "was the Grand Tour to Daly City." Visitors as well as daily commuters tried BART. Once in the station riders found they could use the lavatories by being "buzzed" in by an attendant, and the handicapped discovered they could ride an elevator to and from the platform. Commuters and sightseers commented on the smoothness of the ride, the luxury of train interiors and the variety of station architecture. (One afternoon the Berkeley Mime Troupe staged a mini-theatrical

"happening" on a BART train.) Northbound riders from Daly City pass through seven different stations in different architectural styles. At the Balboa station high butterfly ceilings and skylights enclose a street level concourse with sculptured walls and brick floors. At Glen Park, skylights help to brighten the station platform which lies a long flight below street level and bright paint has been used to decorate the concrete beam ceilings.

In the Mission district, the architecture reflects the Spanish heritage of the area. Bricked surface plazas have been built at station entrances and each Mission station contains concrete wall pieces by British sculptor William Mitchell. The artwork was commissioned by BART's station Art Program. Further north at the Civic Center station, the designs and photo murals reflect the tone of the city's cultural and governmental headquarters. Grey brick walls, marble floors, polished black granite pillars and handsome medallions greet the emerging rider. The sleek white and chrome modern stations at Montgomery and Powell streets have been described as something out of the film "2001: a

Space Odyssey." And columnist Herb Caen wrote:

"For all its shortcomings and longsuffering, BART is definitely a trip, especially if Daly City is what you had in mind. There's a kicky time-warp feeling too, when you emerge at the Powell 21st Century Station, board a 19th Century cable car and rise in 1873 splendor to Nob Hill."

Some of BART's shortcomings however (seemingly endless construction on Market Street, still ripped up after years of BART building, and a four-year delay in start of service) may be forgotten as the impact of BART on the City becomes more apparent, and starts to pay off.

"BART stations," reported the San Francisco Chronicle, "are a great place to get out of the rain." The article then went on to detail all the underground passageways and building exits at the various stations, and concluded by quoting a youngster, "Wow, you don't have to go out in the world no more."

But in the world of downtown San Francisco, however, BART's impact on the area is evident, according to several observers, "in the wave

of beautification, reconstruction and new construction." Several downtown stations have adjacent plazas that will be filled with plants and trees (Crocker Plaza at Montgomery Street, Hallidie Plaza at Powell Street) and it is hoped that these areas will lend themselves to various community and tourist-oriented activities.

In contrast to the construction visible on city streets, BART's impact on San Francisco below the surface should be noted as well.

BART is San Francisco's first subway. Some engineers considered it one of the most challenging construction projects in history. When excavation started, despite extensive planning, engineers had to wend their way through a maze of utilities "planted" by 200 companies over the last 100 years. Some of this material showed in the plans. Much of it, long abandoned by defunct companies, did not. And threading through the utilities, crisscrossing at all angles, were live lines and conduits: fire alarms, high voltage power, gas and steam lines, and sewers. Excavation in porous sand created another problem, while tunnelling in soft ground yet another. Engineers, according to stories

in the local press, hoped that BART's solutions to these problems would embody new designs and construction ideas, especially for other cities building similar systems.

* * *

IV: The Daly City Parking Crunch

"It takes me 90 minutes to commute from Daly City to my job in the Civic Center, 80 minutes to park and 10 minutes on BART." -- West Bay commuter.

BART's success in starting up almost flawless electric train service to and from Daly City and San Francisco was not to be without one major hitch: the parking situation at Daly City. BART, it soon appeared, was too successful in attracting riders willing to abandon their cars, and there just wasn't enough space for them to park at the BART lots. The situation was, and still is, as far as local residents and commuters are concerned, "a mess."

Not all BART stations have parking lots. The only parking facility on the West Bay line is at Daly City where BART provided two free lots with stalls for 785 cars. The critical time seems to be 7:15 a.m. at

which point both lots put up their "Sorry-Full" signs. "The comments of angry frustrated commuters are unprintable," said a BART security man.

Angry comments notwithstanding, commuters, anxious to abandon their cars, the freeway commute, and expensive downtown parking lots (cost: 50 cents to \$2.50 daily) did so on the local streets. Sometimes commuters left cars blocking private driveways, or sitting on lawns. Although much of the adjacent on-street parking is legal, Daly City residents and merchants were angry. The local Chamber of Commerce held meetings. The local police gave out tickets (sometimes 40-50 citations daily) and BART's initial success was mitigated by the "parking crunch." Local Daly City merchants were somewhat placated when two hour parking zones were established in front of their shops. And BART police brought in their own tow trucks to move cars abandoned at the exits in the BART parking lots.

By the first week in December BART was able to re-paint the lines on the parking stalls, making them smaller, and were thus able to squeeze in an additional 103 cars, increasing the capacity of the lot to 888

vehicles.

BART officials also began checking on several sites around Daly City that might be used for additional parking.

There are plans in the works now to build a multi-level parking structure on one of the two existing parking lots at the Daly City station. The proposed second deck will cost about \$3 million (Daly City has received a federal "fringe parking" grant to pay for 90% of the structure) and would house a total of 1300 cars, bringing the grand total of parking spaces available at the two free lots to 1575. At present the project is scheduled to be advertised in the Spring of 1974.

But in the late Fall of 1973 the parking problems continued at Daly City. One San Francisco supervisor, Quentin Kopp (a member of the BART Board of Directors), suggested that BART charge a \$1.00 parking fee. BART general manager B. R. Stokes rejected the idea saying that San Franciscans had already paid for BART through taxes and that the fee would discourage BART riders. Kopp retorted that

many of the commuters jamming the lots were from San Mateo county.

(San Mateo county withdrew from participating officially in the Bay Area Rapid Transit district in April, 1962.) "And," said Kopp angrily, "these people are getting a free ride." Letters to the local newspapers from San Franciscans seemed to echo these angry sentiments.

That San Mateo county residents were indeed using BART in substantial numbers was obvious. A survey of the license plates of vehicles parked in the Daly City lot and on the surrounding neighborhood streets showed where the park-and-riders were coming from. (See Illustrations No. 3, 4, and 5.)

On November 26, 1973, three weeks after the start of regular service, 74% of the vehicles parked in the parking lot originated in San Mateo county, while 15% came from San Francisco. On the streets surrounding the station, a predominantly residential neighborhood, only 14% of those parked vehicles belonged to local residents. Many of the San Francisco cars belonged to city residents who lived a

considerable distance north of the city line and who were driving south to park and ride BART back into the downtown area. (See Illustration No. 6.)

Glen Park is two stops north of Daly City on the West Bay BART run. It does not have a BART parking lot, but it is having some of the same problems Daly City residents and merchants have encountered. The San Francisco Chronicle described Glen Park as a "drowsy village of working people and small shopkeepers tucked there on the lee slopes of Diamond Heights. Traffic? Hardly any. Pedestrians? Very few."

All that changed somewhat with BART. Both residents and merchants echoed the complaints of Daly City natives. Neighborhood people could not get in and out of their own garages. Merchants complained that trucks making deliveries or customers wanting to shop could not find a place to park. Yet many of the Glen Park people seemed ambivalent. They hated the new congestion and they worried that their homes might be condemned for parking lots. But they also admitted that they liked the convenience and comfort of a BART ride downtown.

By January, 1974, BART officials were still coping with the parking problems at Daly City and Glen Park. The most satisfied commuters seemed to be those who could reach the station by walking to BART, or being dropped off by car, or those who could ride their bicycles to BART where bicycle racks were available.

* * *

V: Other BART-Related Impacts from West Bay Service

There are other means of public transportation between Daly City and San Francisco. What impact did the arrival of BART have on the community's other travel patterns?

a. Jitney service

For over sixty years, "jitneys" have been a San Francisco institution providing transportation to riders from the southernmost parts of the city. These modern mini-buses run the length of Mission Street from downtown to Daly City. They hold 9-12 passengers and the ride costs 20 cents outward through the Mission District, and 30 cents if the rider goes on toward Daly City. This service dates back to 1915

and the Panama Pacific International Exposition, when rides cost a nickel -- their name comes from the old slang word for five cents, "a jit." In the early days of the jitneys, over 1000 of these mini-buses crisscrossed the city. Now there are 117 jitneys and they're having a tough time competing with BART.

"BART is really knocking out the jitney business," lamented Louis Kritikakos, secretary-treasurer of the Jitney Owners Association. "Business is down 30% and we're starving." Another jitney owner estimated that pre-BART, drivers earned almost \$35.00 a day and now it was down to \$20.00-\$25.00. "They had a rough Christmas," he said, "what with the loss of business and the increased cost of gasoline."

The San Francisco Municipal Railroad, known as "Muni," operates several bus routes along Mission Street and jitney drivers would like to see some of these buses re-routed so the jitneys can compete with BART. Drivers complained that some of the Muni buses were almost empty. "We're not as fast as BART," a jitney driver conceded, but we offer a better view."

b. Muni

Muni was indeed losing many riders to BART.

"I've used BART since the day it opened," said Jeff Putnam, 30, a red-bearded music student who was toting a trombone.

"I used to ride the K streetcar and it was ridiculous - it took me an hour to get here from Powell and Market. Now I can do it in half that. There's no reason I can see why BART shouldn't be extended to San Jose. Automobile traffic, after all, is what's the main cause of air pollution."

What has BART's impact been on Muni?

By January 1, 1974, Muni said that there had been a drop of 25 to 40 percent in patronage on lines that parallel BART service. At present Muni has plans to make some route changes so that there will be better connections with BART. These routes involve four lines that will run perpendicular and intersect with BART stations, thus allowing better access to BART from other areas of the city.

Muni and BART have also agreed to a discount fare system for passengers transferring between the two systems. The plan features a

50 percent reduction of the Muni fare for riders using both systems.

The discount fare plan is scheduled to go into effect as soon as transfer ticket equipment can be installed.

c. Northgate Transit Company

In contrast to the losses suffered by the jitney drivers and some Muni lines, one small transportation company has reported an increase in business thanks to BART. The Northgate Transit Company is a small bus company operating 18 buses in Northern San Mateo county. They report that six of their seven lines now stop at the Daly City station. Northgate estimates that they carry between 1500-2000 BART commuters and that business has jumped 25%.

d. Westlake Shuttle Bus

During the first weeks of BART service the Westlake Shopping Center provided free "BARTBUS" shuttle service between the Daly City station and the shopping center. Westlake is a community in San Mateo county, just west of Daly City, and just south of the San Francisco county line.

But after several weeks of service the free shuttle bus was discontinued. A spokesman for the merchants did not know whether the bus

service had increased business at Westlake. He also said that the service was never intended to last more than a few weeks. It was estimated that 500 people took daily advantage of the free ferry service to and from BART.

e. Real estate values

How have real estate values -- away from the downtown San Francisco area -- been affected by BART's arrival?

There has been little printed in Bay Area newspapers on this subject since BART started West Bay service.

One Glen Park resident was quoted as saying:

"We know people who have been besieged by realtors wanting to buy property near the station."

And in Westlake, a realtor said that property appreciated more in 1973 in that area, than in the last 20 years. He commented that not only were very few homes available for sale, but that prices were up 20% over last year. He attributed the price rise both to BART and to inflation.

VI: Summary

How then can we summarize the general impact of the start of BART service between San Francisco and Daly City? In general the start of West Bay service, as reflected in the local press coverage, has met with approval. Despite a four-year delay BART seems to have successfully fulfilled the expectations of commuters and other riders from that area.

* * *

Opening Day 27,000 riders rode the West Bay line. On a typical weekday (Wednesday, November 28, 1973), three weeks later, ridership according to BART was averaging 31,000. BART also measured the ridership on the Friday after Thanksgiving (November 23, 1973), which is often a big shopping day, and which was also the first school holiday since the inception of service. In the West Bay 59,000 rode BART that Friday. (See Illustration No. 7.) BART has had to add six fare gates to handle the crowds during rush hour at Daly City, and once commuters learned to use the entry-exit gates, the jams diminished.

Despite the parking problems there, ridership there is approximately already 8 percent higher than was estimated for full BART service (all lines running, including transbay service) by 1975. BART service on the West Bay line doubled the total number of passengers now being carried daily on all existing BART lines, so that on the typical Wednesday measured (November 28, 1973) BART carried a total of 68,000 passengers on all three lines, while on the Friday after Thanksgiving, total BART ridership was 110,000. In December BART ridership on the West Bay line averaged out at 34,000 daily.

* * *

The actual impact of BART on property adjacent to BART is unclear. But what is clear is that some residents in the Mission District, Glen Park and Daly City fear BART will bring "some sort of change" to their neighborhoods that they won't like. Other, less vocal residents and businessmen in these areas look forward to changes brought about by redevelopment.

* * *

On the West Bay line it would appear that BART has not encountered the problems, and therefore the negative press criticism, it met with when the East Bay lines were opened in the Fall of 1972. A report from the Oakland Tribune said:

"One reason is that the very best and most tested rapid transit cars are assigned to the Montgomery and Market streets to Daly City operation. Another is that the automatic train control equipment on the eight mile line is the most up-to-date and has all of the latest modifications."

The report went on to say:

"The San Francisco line has been mobbed. Trains run so well over there 'I can't believe it,' said Robert Rausch, supervisor of schedules. 'They run and they run and they run...we are running a good railroad over there.'"

On the West Bay line BART trains run Monday through Friday from 6:00 a.m. to 8:00 p.m. During the holiday season weekday service was extended from 5:00 a.m. to 10:00 p.m.

BART service on the West Bay line, according to local press coverage, was finally started up in November at the insistence of

San Francisco Mayor Joseph Alioto. He refused to let BART's management delay starting the Daly City run beyond November, 1973. The Mayor's comments at the opening festivities on November 3, 1973 reflect the current status of BART service in the Bay Area:

"The baby," said Mayor Alioto, "is not completely born. Now all we have to do is tie these all together in a transbay run, and I'm sure that is going to be sooner than later.

"These are the freedom trains. This is the most significant blow against pollution that has ever been struck."

Illustrations

BAY AREA RAPID TRANSIT (BART) STATION MAP

(WEST BAY LINE: MONTGOMERY STREET, SAN FRANCISCO
TO DALY CITY.)

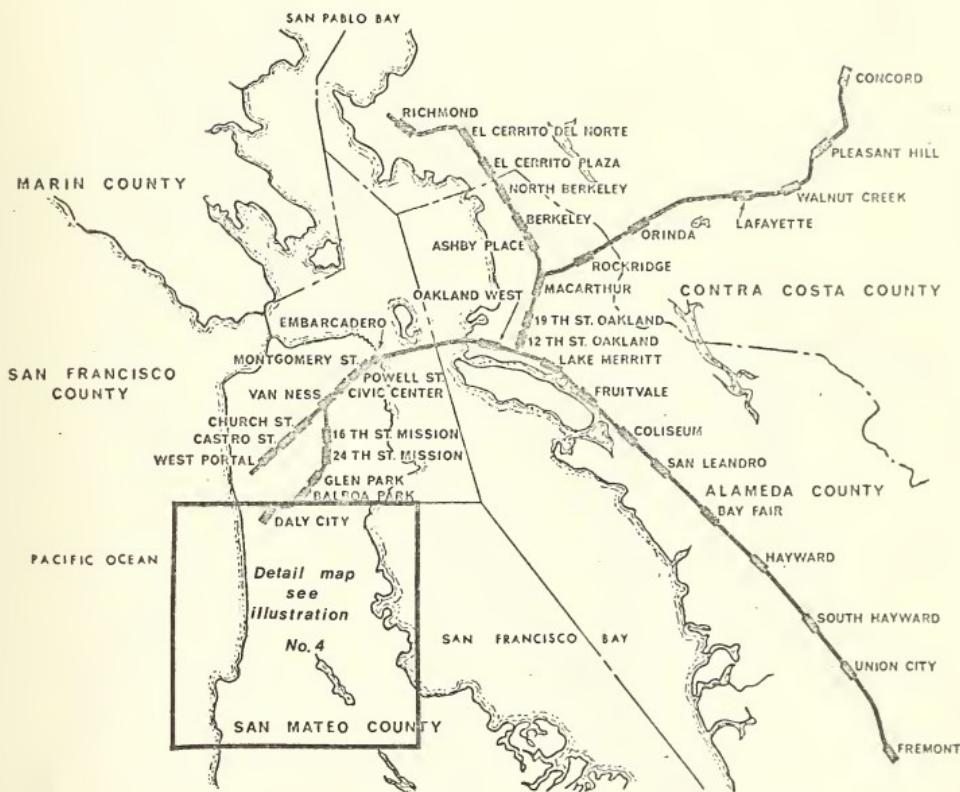


Example: Mac Arthur to Fremont
Costs \$100

costs \$1.00

ILLUSTRATION NO. 2

VICINITY MAP FOR MTC DALY CITY BART STATION SURVEY



Graphic Scale
2 10 2 4 6 8 10 MILES

San Francisco Co.
San Mateo Co.

P A C I F I C O C E A N



280

To Downtown
S.F.

BART STATION

DALY CITY

35

1

280

82

35

380

101

280

35



DISTRIBUTION
OF
DALY CITY BART USERS

Dots Show Graphic
Distribution of Daly City
BART Park-and-Riders

ILLUSTRATION 5:

On Wednesday, November 7, 1973, a member of the BART Impact Program at the Metropolitan Transportation Commission surveyed the main parking lot at the BART Daly City Station in the early afternoon. This chart shows the geographic distribution of the origin of the 631 cars parked in the lot:

<u>West Bay</u>		<u>East Bay</u>	
Daly City	212	Oakland	2
San Francisco	101	Berkeley	1
So. San Francisco	56	Dublin	1
Pacifica	97	Concord	1
San Bruno	44	Walnut Creek	1
San Mateo	15	San Lorenzo	1
Colma	9	Pleasant Hill	1
Burlingame	7	Morago	1
Millbrae	9	Livermore	1
El Granada	2	Fremont	1
Menlo Park	3		11
Hillsborough	2		
Portola Valley	2	Stockton	2
Redwood City	2		
Belmont	6		
Atherton	1		
Brisbane	1		
San Carlos	1		
Half Moon Bay	1		
Woodside	1		
Montara	1		
	573		
<u>South Bay</u>		<u>Miscellaneous</u>	
Sunnyvale	2	Santa Barbara	1
San Jose	7	Del Rey	1
Palo Alto	2	Carpenteria	1
Santa Clara	1	Clovis	1
Cupertino	1	Pacific Grove	1
Los Gatos	1	Lancaster	1
Gilroy	1	Arcata	1
Mountain View	1	Yuba City	1
Salinas	1	Huntington Beach	2
	17	Encino	1
		Westlake	1
		Lakewood	1
		Los Angeles	1
		Resida	1
		Redlands	1
		Fullerton	1
		Carliff by Sea	1
		Highland	1
		Santa Ana	1
			21
<u>North Bay</u>			
Santa Rosa	2		
Novato	1		
San Rafael	1		
Kenfield	1		
Oroville	2		
	7		

ILLUSTRATIONS 6. a., 6. b., 6. c., 6. d.

License Plate Survey Conducted by BART at Daly City Parking Lot
and the Surrounding Neighborhood on Monday, November 26, 1973

Conducted during Peak Commuting Time:

ILLUSTRATION 6. a.:

DALY CITY STATION

PARKING LOT SURVEY

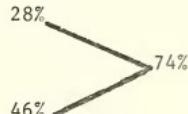
November 26, 1973

San Francisco

127 15%

Daly City

239



Other San Mateo County

390

Santa Clara County

22

2%

Other

77

9%

855

TOTALS

100%

ILLUSTRATION 6. b.:

DALY CITY STATION

NEIGHBORHOOD SURVEY

November 26, 1973

San Francisco

269 from outside survey area	29%
14 from within survey area	1%

Daly City

225 from outside survey area	24%
119 from within survey area	13%

San Mateo County (except Daly City)

198	21%
-----	-----

Santa Clara County

19	2%
----	----

Other

97	10%
----	-----

941	TOTALS	100%
-----	--------	------

ILLUSTRATION 6. c.:

DALY CITY STATION

PARKING LOT SURVEY

November 26, 1973

San Francisco

127

San Mateo County

629

Daly City
239

So. San Francisco
91

Pacifica
136

Redwood City
6

San Bruno
72

Menlo Park
2

Millbrae
11

Half Moon Bay
4

Burlingame
14

Montara
2

San Mateo
13

Colma
22

Belmont
8

Woodside
2

San Carlos
1

Brisbane
2

El Granada
4

Santa Clara County
22

Other

ILLUSTRATION 6. d.:

DALY CITY STATION

NEIGHBORHOOD SURVEY

November 26, 1973

San Francisco

205

San Mateo County

620

Daly City
344

Menlo Park
4

Pacifica
80

So. San Francisco
78

San Bruno
39

Half Moon Bay
3

Millbrae
8

Montara
1

Burlingame
7

Colma
14

San Mateo
22

Foster City
2

Hillsborough
2

Atherton
1

Belmont
6

Brisbane
1

San Carlos
3

El Granada
1

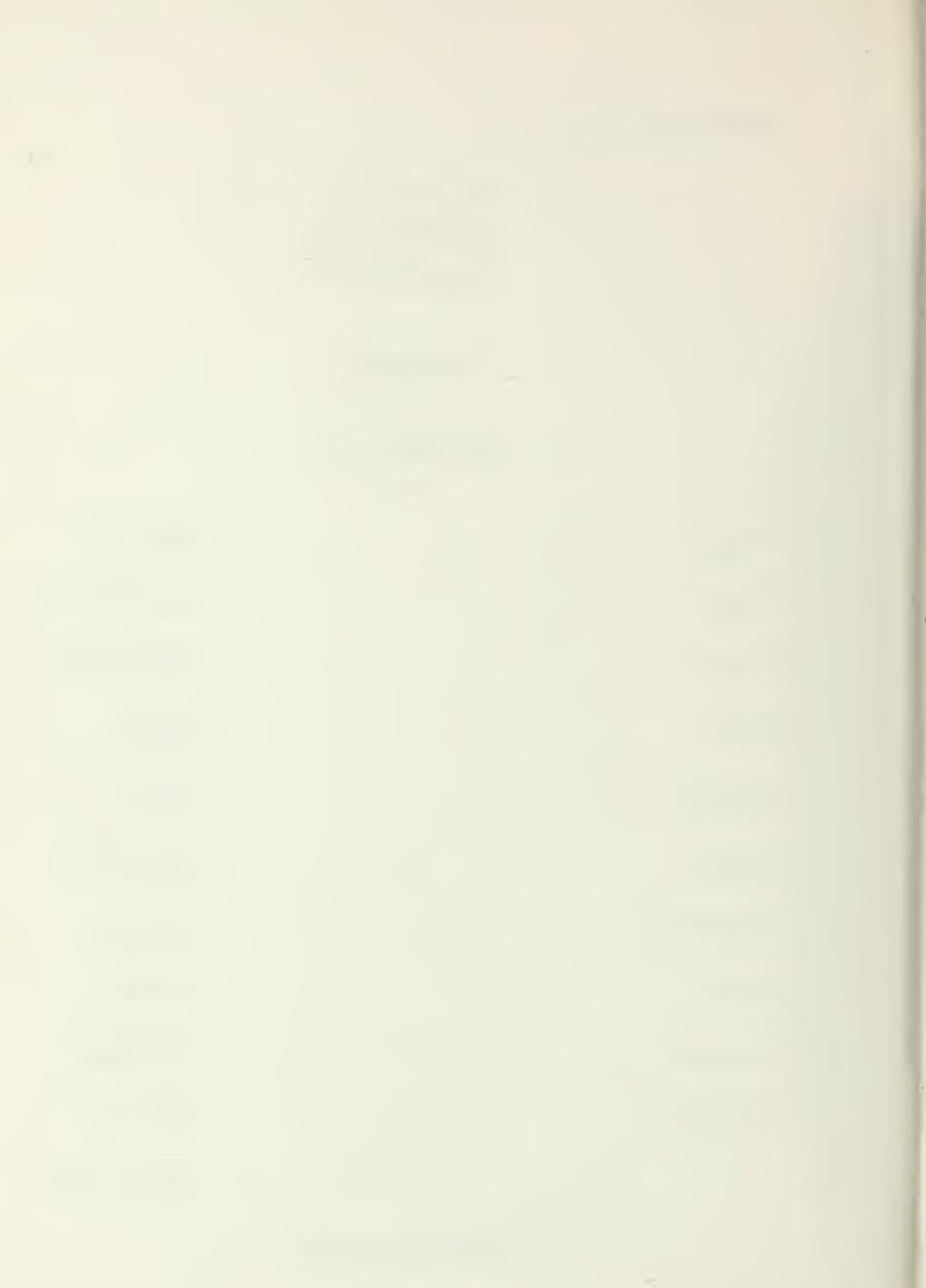
Redwood City
1

Moss Beach
1

Portola Valley
2

Santa Clara County
19

Other
97



BART PATRONAGE ON THE FRIDAY AFTER THANKSGIVING - - SAN FRANCISCO

STATION	PATRONAGE		CHANGE ON FRIDAY compared to Wed. 11/28/73			REMARKS	
	Wedn'day 11/28	Friday 11/23	Amount	Rank	Percent		
Powell	5,831	17,073	+11,242	1	+ 193%	1	Nearest Shopping in Downtown
Daly City	6,179	12,019	+ 5,840	2	+ 95%	2	Outer end of line
Montgomery	8,063	11,173	+ 3,110	3	+ 39%	8	
Balboa Park	2,696	4,963	+ 2,267	4	+ 84%	4	See Note 2 below
Glen Park	2,365	4,400	+ 2,035	5	+ 86%	3	
24th/Mission	2,217	3,817	+ 1,600	6	+ 72%	5	
Civic Center	2,372	3,796?	+ 1,424	7	+ 60%	6	
16th/Mission	1,423	2,113	+ 690	8	+ 48%	7	See Note 3 below
San Francisco Total	31,146	59,354	+28,208		+ 91%		

NOTES: 1. All patronage figures are averages of entries and exits recorded by turnstiles and reported by BARTD.

2. The increase at Balboa Park must be considered in light of the fact that City College classes did not meet on 11/23, but did meet on 11/28.

3. The Friday count may be slightly higher than indicated. Records indicate that the turnstile counters were read at 8 pm instead of at 10 pm, and it is not clear whether the count was actually made at the correct time with the time entry being in error.

4. Because computer processing of San Francisco data is not yet finished, the above comparison was made against only one "normal" day, not the average of three days as in the case of the East Bay table. The day selected was in the week following Thanksgiving, when service also ran until 10 pm. For reasons not clear patronage in the week after Thanksgiving was about 6% lower than in the normal weeks before Thanksgiving.

